REMARKS

This Response, submitted in reply to the Office Action dated August 31, 2006, is believed to be fully responsive to each point of rejection raised therein. Accordingly, favorable reconsideration on the merits is respectfully requested.

Claims 1-51 are all the claims pending in the application.

I.   Claim Rejections under 35 U.S.C. § 103

Claims 1-51 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over McGraw-Hill Primis Custom Publishing (www.mhhe.com/primis), archived circa 1998, via the Wayback Machine (www.archive.org) (hereinafter "McGraw-Hill"), in view of Helmick et al. (hereinafter "Helmick"), U.S. Patent No. 6,470,171. Applicant respectfully traverses the rejection.

Claim 1

Claim 1 recites "defining the first content object by a first list of content entity identifiers, such that adding the content entity identifier of one of the second plurality of content entities to the first list adds the identified content entity to the first content object at a location determined by a user..."

As previously submitted, there is no indication in McGraw-Hill that a user determines the location of a content entity identifier when adding a content entity identifier of a second content entity to a first content object. In McGraw-Hill, the location of the content entity identifier added to the first content object is determined *subsequent to* the addition of the content entity

identifier to the first content object. Upon the addition of a title (content entity identifier as cited by the Examiner) to modular text files (first plurality of content entities as cited by the Examiner), the title is **not** added to a customized book (first content object as cited by the Examiner) at a location determined by a user **in which the location determined by a user is between the plurality of content entity identifiers**.

In response to the Applicant's argument, the Examiner asserts on page 12 of the Office Action, that a user can determine the location of identifiers by simply adding the identifiers in any order that the user prefers. However, as previously submitted, McGraw-Hill discloses that a user browses for desired subject matter and then selects "Add" to add the content to their customized book. After adding the content, the user then has the option of reviewing the selected content and resequencing the content as necessary as shown by the "resequencing" control illustrated in the upper right hand corner of the figures (see for example page 9). Consequently, at the time of "Add" in McGraw-Hill, the added subject matter is <u>not</u> added <u>at a location determined by a user</u>, but is merely added to the end of titles that have been selected by a user.

As clearly recited in claim 1, the content entity identifier of one of the second plurality of content entities to the first list adds the identified content entity to the first content object at a location determined by a user when the content entity identifier is added to one of the second plurality of content entities. In particular, the first content object is defined by a first list of content entity identifiers <u>such that adding</u> the content entity identifier of one of the second plurality of content entities to the first list <u>adds the identified content entity to the first content</u>

object at a location determined by a user..." Consequently, the resequencing of McGraw-Hill is

subsequent to the initial adding of titles by a user. The resequencing of McGraw-Hill which is

performed when the user selects the "Resequence" option (as illustrated on the upper right corner

of page 9) does not occur at the time the user "Adds" a title to the list of selected titles by a user,

which occurs when the user selects a separate "Add" option (as illustrated to the left of a title on

page 9). Therefore, the resequencing, does <u>not</u> teach <u>such that adding</u> the content entity

identifier of one of the second plurality of content entities to the first list <u>adds the identified</u>

<u>content entity to the first content object at a location determined by a user </u>(between the plurality

of content entity identifiers).

Further, Figs. 3V-3X of Helmick, which the Examiner cites for teaching "defining a first

object by a first list of content entity identifiers organized as an outline of containers such that

adding the content entity identifier of one of the second plurality of content entities to the first

list outline adds the identified content entity to the first content object at a location determined by

a user" does not disclose the relationship between a first content object and a second content

object as recited in claim 1.

Fig. 3X shows an "add contents screen" 1084 for use by an instructor to "add or modify

content." However, the content added to a syllabus as illustrated in Fig. 3V (which the Examiner

appears to be citing for teaching a first content object) is not a content entity identifier (as the

Examiner cited in McGraw-Hill) of one of a second plurality of content entities but rather is the

content itself. Accordingly, modifying McGraw-Hill based on Helmick would result merely in

providing McGraw-Hill with an "add contents screen" that would allow an instructor to type in

the actual content to be added. The combination would not, however, add a content identifier

(title of a book as the Examiner cited in McGraw-Hill) of one of a second plurality of content

entities to the first list outline, as required by claim 1. Consequently, it would not be obvious to

combine the titles of McGraw-Hill with the actual content of Helmick in order to teach the

claimed elements. Moreover, Helmick does not cure the deficiencies of McGraw-Hill.

The Examiner asserts that "storing of the first plurality of content entities in a data

repository, the data repository containing a second plurality of content entities of a second

content object..." is taught by the custom book of McGraw-Hill that is created by a user.

However, as previously asserted by the Applicant, there is no indication that the custom book

created by a user (of the McGraw reference) is stored in the Primis database (data repository of

the McGraw reference as cited by the Examiner).

In response to Applicant's argument that although the customized entities of McGraw-

Hill must be stored in some kind of memory, there is no teaching or suggestion that the first

plurality of content entities (the customized book according to the Examiner) is stored in the data

repository, namely, the Primis database, as asserted in the Office Action, the Examiner "agrees

that the customized book does not "necessarily" have to be stored in the Primis database,

although it can be." Further, the Examiner states that it is commonly well known that a

customized book must be stored in some kind of memory, therefore, the Examiner asserts that

this limitation of the claims is therefore deemed inherent. However, according to the

Examiner's own statements, the customized book (first content object as cited by the Examiner)

could be stored in locations or memories other than the Primis database (the data repository) of

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the McGraw-Hill reference. Consequently, storing of the first plurality of content entities (text files as asserted by the Examiner) in the Primis Database (which was cited for teaching the claimed data repository), is not inherent. Assuming *arguendo,* the Examiner is citing a different component of McGraw-Hill for teaching the claimed data repository, the Examiner must also establish that the relationship of a first content object, a first plurality of content entities, a second content object, and a second plurality of content objects with the data repository, as claimed, is taught.

For at least the above reasons, claims 1, 6, 16, 21, 31 and 36 and their dependent claims should be deemed allowable.

Claim 10

Claim 10 recites "wherein adding the first container to the first outline adds the content entities identified by the content entity identifiers of all containers in the first container to the first object." The Examiner asserts that McGraw-Hill teaches outlining textbooks into containers for the purpose of increasing the modularity of files for ease in creating a mixed and matched customized book. However, there is no teaching or suggestion is McGraw-Hill of adding a first container to a first outline. As illustrated in McGraw-Hill on, for example, page 9, titles are individually added to a user's book by selecting 'Add'. At no point does McGraw-Hill give a user the option of adding containers, as opposed to individual titles, to a user's book.

For at least the above reasons, claim 10 should be deemed allowable. To the extent claims 25 and 40 recite similar elements, they should be deemed allowable for at least the same reasons.

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Claim 15

Claim 15 recites "providing a user interface communicating with the data repository, and providing a mechanism for creating a new container to add to the first outline at a desired location through the user interface." The Examiner asserts that McGraw-Hill allows instructors to add their own created syllabus to a first outline at a desired location by uploading it through the user interface. However, a syllabus is not a container as initially asserted by the Examiner in rejecting claim 10. In rejecting claim 10, the Examiner asserts that the outlining of books teaches the claimed container. See Office Action at page 9. Moreover, a syllabus (container as cited by the Examiner) is not added to a first outline (customized book as cited by the Examiner) at a desired location through a user interface.

For at least the above reasons, claim 15 should be deemed allowable. To the extent claims 30 and 45 recite similar elements, claims 30 and 45 should also be deemed allowable for at least the same reasons.
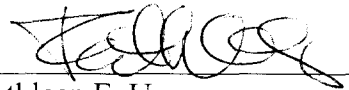
II.   Conclusion

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue

Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any

overpayments to said Deposit Account.

Respectfully submitted,

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CUSTOMER NUMBER

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